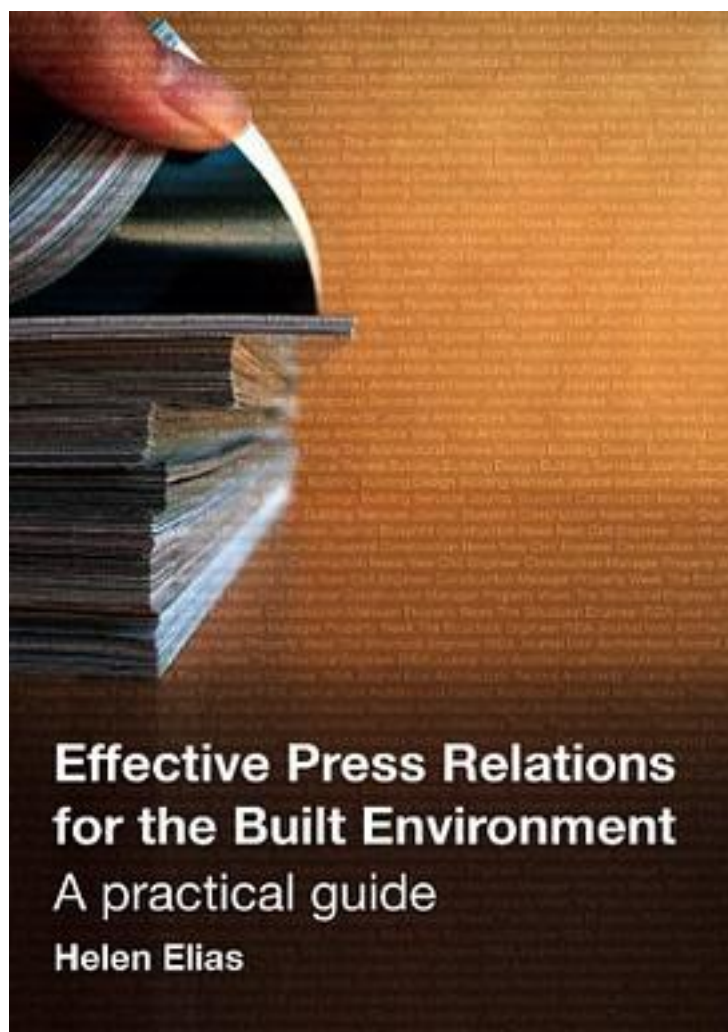


Effective Press Relations for the Built Environment



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出版者:

出版时间:2006-12

装帧:

isbn:9780415348676

This practical guide explains to architects, engineers, designers and other consultants

how to establish press plans for firms and for individual projects, and how to actively develop reputation by getting work published in the architectural, engineering and construction press. With quotes, advice and opinions from the industry's key journalists - including expert image generation and selection advice from Gareth Gardner, photo-journalist and past editor of "FX" and Features editor of "Building Design" - "Effective Press Relations for the Built Environment" offers practical guidance on topics such as: how to approach planning a strategy for a project; how to write, seek approval, build a target press list and issue the information to magazines; how to speak to the press; and, how to manage a crisis and handle bad press. With its hands-on approach and comprehensive publications, architectural photographers and PR consultants listings, this book is an invaluable tool for new starters, or larger firms that want to take a more pro-active role in generating their own publicity, while also helping practices to get the most from their press relations consultant.

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